



WCPO

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ORDER

Print Date 08/06/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 302984 /

Original Date / Revision
06/27/12 07/17/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product

Candidate. Sherrod Brown. 10.9-1

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 4. 10.9-10.15.12.

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	44	\$30,090.00	\$35,400.00	0.00	10/01/12	10/15/12	44	\$30,090.00	\$35,400.00
Totals	44	\$30,090.00	\$35,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/09/12	10/15/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		8			\$400.00			0.00			
	Week:	10/15/12	10/21/12	M-----		2			\$400.00			0.00			
N 2	WCPO	10/09/12	10/15/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$400.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$400.00			0.00			
N 3	WCPO	10/09/12	10/15/12	M-F 730-8p	CM	M-F 730-8p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00



WCPO

Print Date: 08/06/12

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wcpo.com
kypost.comContract / Revision **302984** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 07/17/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 4. 10.9-10.15.12.**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- -					4	\$500.00		0.00			
Week:		10/15/12	10/21/12	M- - - - -					1	\$500.00		0.00			
N 4	WCPO	10/09/12	10/15/12	M-F 6-630p News	CM	558-630p	MTWTF- -	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- -					4	\$1,000.00		0.00			
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,000.00		0.00			
N 5	WCPO	10/13/12	10/13/12	SA 730-8p	CM	730-758p	- - - - - S-	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
				SA730-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/08/12-10/14/12		SA 730-8p	730-758p		- - - - - Sa- -	:30		(\$400.00)		0.00	NM		
Credited [Credit.]															
N 6	WCPO	10/09/12	10/15/12	M-F 7-730p	CM	M-F 7-730p	MTWTF- -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- -					4	\$500.00		0.00			
Week:		10/15/12	10/21/12	M- - - - -					1	\$500.00		0.00			
N 7	WCPO	10/13/12	10/13/12	SA 7-730p	CM	658-730p	- - - - - S-	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
				SA7-730P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/08/12-10/14/12		SA 7-730p	658-730p		- - - - - Sa- -	:30		(\$500.00)		0.00	NM		
Credited [Credit.]															
N 8	WCPO	10/15/12	10/15/12	Monday Prime C	CM	10-11p	M- - - - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$3,000.00		0.00			
N 9	WCPO	10/15/12	10/15/12	M8-10p Dancing	CM	8-10p	M- - - - -	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				M8-10p Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$4,500.00		0.00			
N 10	WCPO	10/14/12	10/14/12	Sunday Prime C	CM	9-10p	- - - - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				Sunday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/08/12-10/14/12		Sunday Prime C	9-10p		- - - - - Su	:30		(\$4,000.00)		0.00	NM		
See MG 10.2 [N/A PGM CHG EXT.WGT. 9-11P]															
2	WCPO	10/09/12-10/09/12		Tuesday Prime C	10-11p		- T- - - - -	:30		\$4,000.00		0.00	NM		
Ⓜ MG for 10.1 10/14															
N 11	WCPO	10/09/12	10/15/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF- -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- -					4	\$500.00		0.00			



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<u>Advertiser</u>	<u>Product</u>	<u>Candidate</u>	<u>Estimate #</u>	<u>Week #</u>	<u>Dates</u>
Friends of Brown / Democr		Sherrod Brown.		4.	10.9-10.15.12.

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WCPO	10/09/12	10/15/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		4				\$500.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$500.00		0.00			
N 12	WCPO	10/09/12	10/15/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF-S		5				\$900.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$900.00		0.00			
Totals														44	\$35,400.00